



MU 8-7150

579 E. Lancaster Ave.
St. Davids, PA 19087

MU 8-7100 EXT. 200

Sears

fall and winter 1973

Knit Shirtdress
sold on page 10

INDEX BEGINS ON PAGE 507

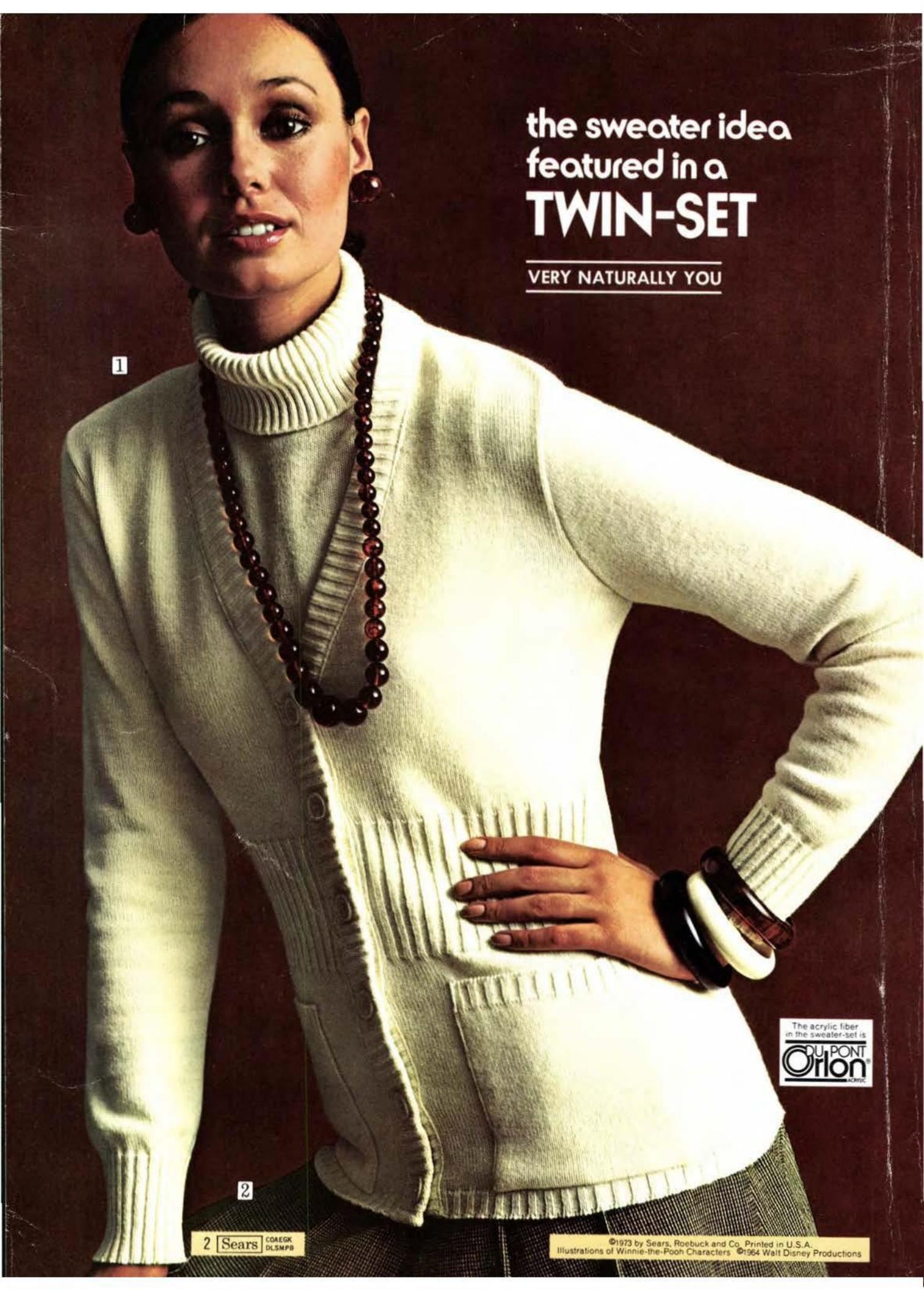
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the sweater idea
featured in a
TWIN-SET

VERY NATURALLY YOU

1

2

2 Sears

COAEIGK
DLSPMB

The acrylic fiber
in the sweater-set is
DU PONT
Orlon
ACRYLIC

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Illustrations of Winnie-the-Pooh Characters ©1964 Walt Disney Productions

the sweater idea the shirt idea VERY NATURALLY YOU

Beginning here, sixteen pages of clothes for the young careerist, homemaker, mother. Clothes you can really wear...with the natural mood and ease of today. Clothes that reflect two great fashion ideas, each with uncomplicated good looks...well-suited to your busy life style. Fourteen pages in sizes for Misses, two pages in Junior and Tall Junior sizes.



1 The twin sweater-set. Cardigan is a flat-knit with vertical ribbing to create a waistline and trim the long sleeves, the two patch pockets and the bottom... ribs go horizontal to define the front button closing and wide V-neckline. Sleeveless pullover is a flat-knit with ribbing to accent the deep turtleneck, armholes and square bottom... it has a back neck-zipper. Set knit of Orlon® acrylic. Machine wash, warm. Necklace and half-dome earrings sold below, weddingband earrings on page 4, bracelets on page 60.

Sweater sizes 34, 36, 38, 40.
V7 F 9140F—Off-white set
V7 F 9142F—Hunter green set
V7 F 9141F—Dark brown set
State size. Shipping wt. 1 lb. 4 oz.... \$16.00

2 The tweed-patterned skirt has stitched-down front pleats, a set-on waistband, back zipper and button closing. The fabric is woven of Acrlan® acrylic. Machine wash, warm...line-dry. The belt shown is not included...it's sold on page 130.

Misses' sizes 8, 10, 12, 14, 16.
V7 F 4775F—Dark brown and off-white
V7 F 4776F—Hunter green and off-white
State size. Shipping weight 13 oz.... \$11.00

THE JEWELRY

(**3** and **4**) Tortoiseshell and ivory, two of nature's wonders and fashion's favorites, are simulated here in plastic...classic, easy-to-wear beads and earrings.

3 The earrings...half-dome style with clip-back, $\frac{1}{4}$ -inch diameter.
P4 F 3542—Tortoiseshell-color
P4 F 3541—Ivory-color

Shipping weight 1 ounce.....\$2.00

4 The necklace...a single strand of graduated-size beads with spring-ring closure, 30 inches long.
P4 F 3540—Tortoiseshell-color
P4 F 3539—Ivory-color
Shipping weight 5 ounces.....\$5.00

ORDER YOUR
CORRECT SIZE
...if in doubt,
see page 525

the sweater idea featured in **CLASSIC CARDIGANS**

VERY NATURALLY YOU

1 V-neck cardigan has details that make such a difference: double-button closing, long wide sleeves, rib-knit accents. Knit of soft acrylic in a real-red color. Machine washable, warm. Creates a terrific look layered over a shirt with a scarf... the shirt shown is sold on page 59, the scarf on page 112. Hat sold on page 46.

Sweater sizes 34, 36, 38, 40. *State correct size.*
V7 F 8820F—Shipping weight 1 pound 2 ounces \$14.00

2 Pants are styled with a bandless waistline, wide cuffed legs, fly-front zipper closing. In a gabardine of polyester and rayon. Machine wash, warm. These pants are shown and sold in hunter green on page 14.

Misses' sizes 8, 10, 12, 14, 16. *State correct size.*
V7 F 1250F—Medium gray heather
V7 F 1252F—Camel tan
V7 F 1251F—Dark brown
Shipping weight 1 pound \$8.00

3 Zip-front cardigan makes a perfect cover-up jacket, too... looks just right worn open over a shirt with a scarf. Other special details: a nifty rounded collar; long sleeves with saddle shoulders; rib-knit trim. A tweedy knit of Shetland wool and polyester in camel tan with multicolor flecks. Machine wash, warm. Shirt shown is sold on page 59, scarf on page 112.

Sweater sizes 34, 36, 38, 40. *State correct size.*
V7 F 9162F—Shipping weight 15 ounces \$14.00

4 Patterned cardigan shapes up with short sleeves, V-neck, front button closing, a hugged waistline, rib-knit accents. Its striking pattern combines checks and stripes for a really great effect. Knit of easy-care acrylic in chestnut brown and off-white. Machine wash, warm temperature. Imported from Korea. The beads shown are sold on page 3; the bracelets are sold on page 60.

Sweater sizes 34, 36, 38, 40. *State correct size.*
V7 F 9137F—Shipping weight 9 ounces \$9.00

ORDER YOUR CORRECT SIZE

...if in doubt, see page 525

THE EARRINGS

A Classic weddingband earrings... simple elegance from Sears new Roget™ Designer Collection. These have $\frac{3}{8}$ -inch wide band, 1-inch overall diameter. Clip back.

P4 F 39509—Silver-color metal. Shpg. wt. 1 oz. \$4.90
P4 F 39508—Gold-color metal. Shpg. wt. 1 oz. 4.90



2



1



**the sweater idea
featured in
SHAPELY
DRESSES**

VERY NATURALLY YOU

(1 and 2) The sweater displays its versatility...grown into sporty one-piece and two-piece dresses with new fashion verve. Marvelously wearable, too, because they're of Orlon® acrylic knit...so soft and shape-holding. Machine washable at warm temperature.

SHOWN ON OPPOSITE PAGE

1 One-piece dress. A smooth-knit with mock-turtleneck, sleeves, front and back yoke of ribbed-knit. Back zipper. Matching-color vinyl belt with gold-color metal buckle. Tortoiseshell-color beads and half-dome earrings sold on page 3, bracelet on page 60. Chain necklace sold on page 48.

Misses' sizes 6, 8, 10, 12, 14, 16. *Please state size.*
V31 F 7204F—Camel tan
V31 F 7205F—Real red
V31 F 7206F—Hunter green
Shipping weight 1 pound 11 ounces.....\$21.00

SHOWN ON THIS PAGE

2 Two-piece dress. Pullover-style sweater in navy blue and white patterned knit with flecks of red has turtleneck, sleeves and bottom border of navy blue ribbed knit; back neck zipper closing. Pull-on style skirt of navy blue smooth-knit has a comfortably elasticized waistband. Shoulder bag is sold on page 86; bracelet is sold on page 60.

Misses' sizes 6, 8, 10, 12, 14, 16. *Please state size.*
V31 F 7200F—Shipping weight 1 lb. 11 oz.....\$20.00

ORDER YOUR CORRECT SIZE

...if in doubt, see page 525

*Just say "Charge it"
when you phone your order
... see page 504*

The acrylic fiber
in both styles is

**DUPONT
Orlon**



the sweater idea
featured in
**ON-THE-GO
COORDINATES**
in junior and
tall junior sizes

VERY NATURALLY YOU

1

2

3

THE HAT

This season's favorite style . . .
so easy to wear. Made of double-knit acrylic. 6-section crown;
stitched brim. Fits head sizes 21 $\frac{1}{4}$
to 22 $\frac{1}{2}$ inches.

V88 F 9415—True red
V88 F 9416—Medium gray
V88 F 9417—Camel tan
Shipping weight 3 ounces... \$5.00





4
Turtleneck
Pullover

5

7

1

8

Shoes sold
on page 87

ORDER YOUR
CORRECT SIZE
... if in doubt,
see page 525

(1 thru 8) Junior sizes fit figures 5 feet 2 in. to 5 feet 6 in. Tall Junior sizes fit figures 5 feet 6 1/2 in. to 5 feet 11 in. (1 thru 4) and (6 thru 8) . . . machine wash, warm; line dry (except belts). Item (5) . . . dry clean.

1 **Classic shirt** of acrylic knit has pointed collar; button-placket; straight-cut bottom; 2-button cuffs.

Junior sizes 5, 7, 9, 11, 13, 15.

V19 F 8568F—Medium gray

V19 F 8567F—True red

State size. Shipping wt. 9 oz. \$9.00

Tall Junior sizes 7, 9, 11, 13, 15.

V19 F 8577F—Medium gray

V19 F 8576F—True red

State size. Shipping wt. 9 oz. \$9.00

2 Argyle plaid cardigan-jacket of acrylic double-knit in medium gray, true red and cream. 2 pockets, cuffs and placket in gray rib-stitch; straight bottom.

Junior sizes 5, 7, 9, 11, 13, 15.

V19 F 8565F—*Please state size.*

Shipping weight 13 ounces. \$18.00

Tall Junior sizes 7, 9, 11, 13, 15.

Please state size. Shipping wt. 15 oz.

V19 F 8574F. \$18.00

3 Argyle plaid pants of acrylic double-knit in medium gray, true red and cream. Pull-on style with wide elasticized waistband; belt loops; narrow belt of gray suede-look vinyl; slightly flared legs approximately 25 inches at hem.

Junior sizes 5, 7, 9, 11, 13, 15.

V19 F 8566F—*Please state size.*

Shipping weight 15 ounces. \$15.00

Tall Junior sizes 7, 9, 11, 13, 15.

Please state size. Wt. 1 lb. 1 oz.

V19 F 8575F. \$15.00

4 Pullover in medium gray rib-knit Orion® acrylic. Turtleneck; long sleeves.

Junior sizes S(5-7); M(9-11); L(13-15).

V19 F 8572F—*Please state size. S, M or L.*

Shipping weight 8 ounces. \$8.00

Tall Junior sizes S(5-7); M(9-11); L(13-15). *Please state S, M or L.*

V19 F 8581F—*Shipping wt. 9 oz. \$8.00*

5 Dolman-sleeved jacket of true red pile has zipper front closing; gray rib-knit acrylic collar, cuffs and waistband. Pile is cotton-backed acrylic. Dry clean.

Junior sizes 5, 7, 9, 11, 13, 15.

V19 F 8571F—*Please state size.*

Shipping weight 11 ounces. \$18.00

Tall Junior sizes 7, 9, 11, 13, 15.

Please state size. Shipping wt. 13 oz.

V19 F 8580F. \$18.00

6 Pants of medium gray acrylic double-knit. Pull-on style with 2-in. elasticized waist; belt loops; narrow suede-look vinyl belt; legs about 25 inches at cuff.

Junior sizes 5, 7, 9, 11, 13, 15.

V19 F 8573F—*Please state size.*

Shipping wt. 1 lb. 1 oz. \$14.00

Tall Junior sizes 7, 9, 11, 13, 15.

Please state size. Shpg. wt. 1 lb. 2 oz.

V19 F 8582F. \$14.00

7 Argyle plaid vest of acrylic double-knit in medium gray, true red, cream. V-neck pullover; gray rib-knit trim.

Junior sizes 5, 7, 9, 11, 13, 15.

V19 F 8569F—*Please state size.*

Shipping weight 6 ounces. \$9.00

Tall Junior sizes 7, 9, 11, 13, 15.

Please state size. Shipping wt. 7 oz.

V19 F 8578F. \$9.00

8 Skirt of medium gray acrylic double-knit. Tailored with stitched-down front pleats; set-on waistband; back zipper and button closing.

Junior sizes 5, 7, 9, 11, 13, 15.

V19 F 8570F—*Please state size.*

Shipping weight 11 ounces. \$12.00

Tall Junior sizes 7, 9, 11, 13, 15.

Please state size. Shipping wt. 12 oz.

V19 F 8579F. \$12.00

the shirt idea expressed in a **TAILORED KNIT DRESS**

VERY NATURALLY YOU

(1 and 2) A beautiful dress with superb details (we zero in on them on the opposite page). Button-front closing; button-and-flap trim . . . two extra buttons included. Elasticized waist; attached front tie-belt. In solid colors or a print; both fabrics are wrinkle-resistant. Machine wash, warm.

1 Clear, sharp solid colors: Klopman's Gyration™ . . . a fine-textured double-knit fabric of Dacron® VIII polyester. Drapes beautifully. The choker shown is sold below. Scarf not included.

Misses' sizes 6, 8, 10, 12, 14, 16, 18.

V31 F 7210F—Orange

V31 F 7211F—Bright blue

V31 F 7212F—Camel tan

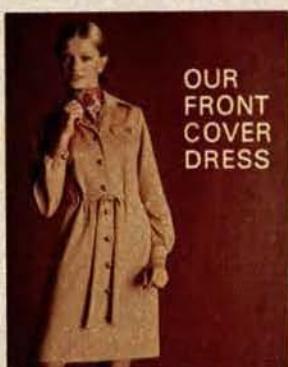
State size. Shipping wt. 1 lb. 6 oz. \$23.00

2 Mosaic-type print: Arnel® triacetate jersey . . . deep multicolors on off-white ground. Shoes sold on page 21.

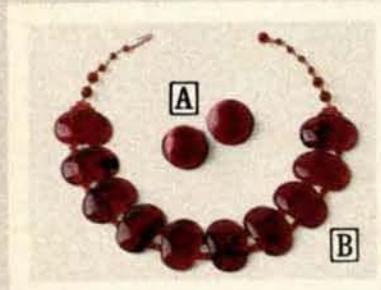
Misses' sizes 6, 8, 10, 12, 14, 16, 18.

State size. Shipping weight 1 lb. 2 oz.

V31 F 7208F \$20.00



OUR
FRONT
COVER
DRESS



THE JEWELRY

A The half-dome earrings in tortoise-shell-color plastic. Clip-back style. About 1½ inches in diameter.

P4 F 3550—Shipping weight 2 oz. \$2.00

B The choker adds dash to your outfit. It's unusual in tortoiseshell-color plastic. Adjustable hook closure. About 1½ inches wide and 12 inches long.

P4 F 3549—Shipping weight 4 oz. \$3.00



2



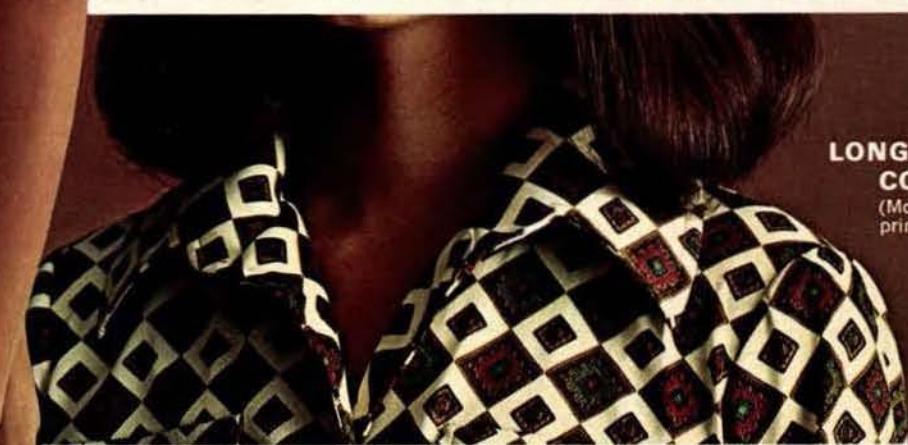
**CLASSIC
BUTTONED CUFFS**
(Orange shown)



**SHIRRED
TUNNEL
WAIST
FOR AN
EASY-FIT**
(Bright blue shown)



**SMART
FLAP
DETAIL**
(Camel tan shown)



**LONG POINTED
COLLAR**
(Mosaic-type
print shown)

1

the shirt idea
expressed in
**GLAMOROUS
LONG
DRESSES**

VERY NATURALLY YOU

1



SHOWN ON OPPOSITE PAGE

1 The dramatic pleated dress is a Ban-Lon® fashion of crepe-textured double-knit polyester. It's a step-in style with sparkling rhinestone buttons at front bodice opening and on each cuff. Superb details . . . the bodice is fully lined with acetate jersey; the skirt portion has an 8-inch front zipper opening below the waistline. Self belt with covered buckle. Hand washable . . . line-dry. The choker is sold below.

Misses' sizes 8, 10, 12, 14, 16, 18. Please state size.
V31 F 8337F—Creamy white V31 F 8338F—Peach
Shipping weight 2 pounds 5 ounces \$44.00

SHOWN ON THIS PAGE

2 The elegant checked dress is in a shimmering woven fabric of rayon and Mylar® polyester film bonded to acetate tricot. It has rhinestone-trimmed buttons at the front opening and on each cuff (two extra buttons are included). Self belt with rhinestone buckle. Dry clean. Shoes are sold below.

Misses' sizes 8, 10, 12, 14, 16, 18. Please state size.
V31 F 7886F—Honey gold and white
V31 F 7887F—Aqua blue and white
Shipping weight 2 pounds \$32.00

ORDER YOUR CORRECT SIZE

... if in doubt, see page 525

THE JEWELRY

3 The earrings . . . rhinestones set in silver-color metal glitter enchantingly. Clip-back style. About $\frac{1}{4}$ -inch long.
P4 F 3552—Shipping weight 1 ounce \$5.00

4 The choker is back and beautiful . . . this one regal and elegant with rhinestones to set you aglow with compliments. Silver-color metal setting. Hook closure is adjustable. Measures about $\frac{1}{2}$ -inch wide and $9\frac{1}{2}$ inches long.
P4 F 3551—Shipping weight 1 ounce \$5.00

THE SHOES

5 The delicately strapped sandal to slip into at nighttime. Choice of smooth or sueded vinyl upper. Composition sole. $2\frac{1}{2}$ -inch covered heel, $\frac{1}{2}$ -inch platform. Adjustable strap. Sizes B (medium) width 5 $\frac{1}{2}$, 6, 6 $\frac{1}{2}$, 7, 7 $\frac{1}{2}$, 8, 8 $\frac{1}{2}$, 9 and 10.
X54 F 45215F—Gold-color smooth
X54 F 45315F—Silver-color smooth
X54 F 43715F—Black sueded
State size, then B width. Shipping wt. 1 lb. 6 oz. \$12.00



1 The double-knit solid-color shirt-jacket has a "right now" look . . . styled with a generous-size pointed collar, a pair of flap-top patch pockets, button-placket front closing, elasticized waistline, long sleeves with button-cuffs. Acrylic knit; machine wash, warm. White and bright pink shirts sold on page 59, chrome yellow shirt on page 57, bracelets on page 60, scarf on page 24.

Misses' sizes 8, 10, 12, 14, 16. State size.

V7 F 3191F—Real red

V7 F 3192F—Black

V7 F 3190F—Hunter green

Shipping weight 1 pound 1 ounce \$16.00

2 The double-knit pants look so dapper in a knitted-in black and white glen plaid pattern. Pull-on style with a wide elasticized waistband; wide legs have deep cuffs. Knit of acrylic and polyester; machine washable, warm. Shoes are sold on page 56.

Misses' sizes 8, 10, 12, 14, 16. State size.

V7 F 1021F—Shipping weight 14 oz. \$11.00

3 The woven plaid shirt-jacket in a look-twice color combination: hunter green, rust, true red and white. Large pointed collar, button-placket front closing, two flap-top patch pockets, close-fitting elasticized waistline, long sleeves with button-cuffs. The woven acrylic fabric looks like wool; machine wash, warm. Cream-color shirt sold on page 59, red shirt on page 77, Hat sold on page 46, gloves on page 118, earrings on page 4.

Misses' sizes 8, 10, 12, 14, 16. State size.

V7 F 3175F—Shipping wt. 1 lb. 1 oz. \$16.00

4 The hunter green gabardine pants have a no-band waistline, zipper fly-front closing, wide legs with deep cuffs. Gabardine of polyester and rayon; machine wash, warm. These pants are sold in medium gray heather, camel tan and dark brown on page 4. The shoes shown are sold on page 56.

Misses' sizes 8, 10, 12, 14, 16. State size.

V7 F 1253F—Shipping weight 1 pound. \$8.00

ORDER YOUR CORRECT SIZE

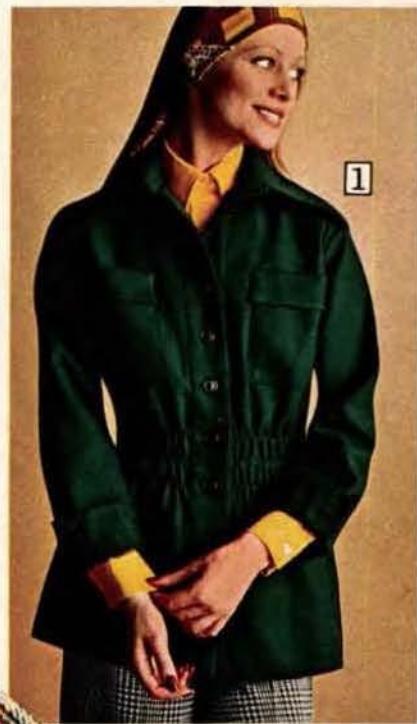
. . . if in doubt, see page 525





the shirt idea
expressed in an
**INDISPENSABLE
JACKET**

VERY NATURALLY YOU



3

The number '3' is printed in the bottom left corner of the main photograph.

the shirt idea expressed in **PANTS-SUITS**

VERY NATURALLY YOU



WOOL FLANNEL SUIT

1 Timeless oxford gray . . . beautifully soft, beautifully tailored. Easy-fit lined jacket is hugged at waist via elastic inset in back; wrap-and-tie belt in front. Shirt-style features include pointy collar, 5-button placket closing, flapped pockets and buttoned cuffs. Straight, cuffed trousers have 2-button waistband and zipper fly closing. Dry clean. Scarf sold on opposite page.

Misses' sizes 8, 10, 12, 14, 16.

N17 F 3575F—State correct size.

Shipping weight 3 lbs. 6 oz. \$45.00

ORDER YOUR CORRECT SIZE
... if in doubt, see page 525.



PURE WOOL

WOVEN POLYESTER SUIT

2 A shirt-jacketed pants-suit with a new look, a new feeling in an updated gabardine... it's Klopman's Suraline® of woven Dacron® polyester that has a talent for discouraging wrinkles. Cropped shirt-jacket has front buttons (two extra buttons included), a pair of patch pockets and a waistband that extends to tie in front. Pants have button-front waistband, a front zipper opening and slightly flared legs. Machine wash, warm. Accessories not included... the turtleneck sweater is sold on page 73; the scarf is sold below.

Misses' sizes 6, 8, 10, 12, 14, 16.

V31 F 7884F—Medium blue

V31 F 7885F—Taupe

State size. Shpg. wt. 2 lbs. 2 oz.... \$36.00

THE SCARF

3 Versatile square-shape scarf. Polyester twill with an ultra-smart medium brown and white houndstooth check design in the center surrounded by muted stripes of taupe, pumpkin-color and rose pink. Rolled edges. About 27x27 inches. Machine wash, warm. From Japan.

V88 F 8237—Shipping weight 1 oz.... \$3.50

THE SHOES

4 The spectator oxford with a smooth and sueded vinyl upper. Nylon tricot lined. Composition sole and 2½-inch simulated stacked heel. 5-eyelet tie.

Sizes B (medium) 5½, 6, 6½, 7, 7½, 8, 8½, 9, 10 and 11. State size, then B width.

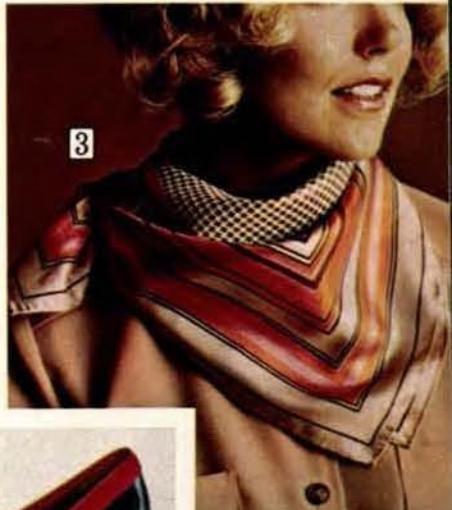
X54 F 45255F—Navy, red

X54 F 44055F—Brown, camel tan

X54 F 43755F—Black, gray

Shipping weight 1 lb. 12 oz.... \$15.00

3



4



SHOWN ON THIS PAGE

1 One-piece jersey dress. Black bodice of acetate has wide collar and long sleeves; nylon skirt-portion and buckle-belt are printed in blue, grass green, orange, white and tones of raspberry on black. Back zipper. 2-inch hem. Dry clean. Necklace and earrings sold below, shoes on page 13.
MISSES' SIZES 10, 12, 14, 16, 18, 20.
V31 F 7216F—Please state correct size.
Shipping weight 1 pound 9 ounces... \$22.00

2 Elegant dress of crepe-textured double-knit polyester. One-piece style with front-scoop neckline, band-trim at waist and hemline, embroidered design on front of skirt. Back zipper. Machine wash, warm. Necklace and earrings sold on page 3.
MISSES' SIZES 8, 10, 12, 14, 16, 18, 20.
V31 F 7838F—Chocolate brown and cream-white with black trim
V31 F 7839F—Navy blue and cream-white with grass green trim
State size. Shpg. wt. 1 lb. 14 oz.... \$28.00
HALF SIZES 16½, 18½, 20½, 22½, 24½.
V31 F 7840F—Chocolate brown and cream-white with black trim
V31 F 7841F—Navy blue and cream-white with grass green trim
State size. Shpg. wt. 1 lb. 14 oz.... \$30.00

SHOWN ON OPPOSITE PAGE

3 Dress of double-knit polyester. Black crepe-textured knit bodice has front slit-neckline and contoured empire-look waistline; smooth-knit skirt-portion is dramatically floral-printed in bright orange, flame red, pink, tan, black and white. Long back zipper closing. 2-inch hem. Machine wash, warm. Shoes sold on page 13.
MISSES' SIZES 10, 12, 14, 16, 18, 20.
V31 F 7824F—Please state correct size.
Shipping weight 1 pound 14 ounces... \$24.00

4 One-piece dress of double-knit polyester. The bodice is in a subtly textured knit that provides an interesting contrast to the crepe-textured knit bands and softly gathered skirt-portion. Back zipper. 2-inch hem. Machine wash, warm. Jewelry sold below.
MISSES' SIZES 8, 10, 12, 14, 16, 18.
V31 F 7880F—Medium blue
V31 F 7881F—Cream white
State size. Shipping wt. 1 lb. 14 oz.... \$27.00
HALF SIZES 16½, 18½, 20½, 22½, 24½.
V31 F 7882F—Medium blue
V31 F 7883F—Cream white
State size. Shipping wt. 1 lb. 14 oz.... \$29.00

ORDER YOUR CORRECT SIZE
... if in doubt, see page 525

THE JEWELRY

5 Earrings... half-dome shaped simulated pearl. Adjustable screw-back style. Measure about $\frac{3}{4}$ inch in diameter.
P4 F 3547—White P4 F 3548—Gray
Shipping weight 1 ounce..... \$2.00

{ **6** and **7** } Necklace in a choice of two lengths. A single strand of simulated pearls, graduated in size and individually knotted. Button-clasp closure.

6 The 24-inch single strand.
P4 F 3544—White P4 F 3546—Gray
Shipping weight 4 ounces..... \$2.00

7 The 27-inch single strand.
P4 F 3543—White P4 F 3545—Gray
Shipping weight 4 ounces..... \$2.00



**the
lovely
look of
long
dresses**



3



6

7

5



4



A Great Look:

classic shirt-style clothes

1 Button-front shirtdress is meticulously tailored in gabardine woven of polyester. Topstitching accents the front yoke and button-placket closing. Front pleats; long sleeves with button-cuffs; self tie-belt. 3-inch hem. Machine wash, warm. Separate white turtleneck dickey, a pullover-style of rib-knit acrylic, is hand washable separately. Shoes sold on page 87.

MISSES' SIZES 8, 10, 12, 14, 16, 18.
Please be sure to state correct size.
V31 F 7868F—Camel tan with white
V31 F 7869F—Orange with white
Shipping weight 1 lb. 13 oz. . . \$28.00

TALL MISSES' SIZES 12T, 14T,
16T, 18T. Please state correct size.
V31 F 7870F—Camel tan with white
V31 F 7871F—Orange with white
Shipping weight 1 lb. 13 oz. . . \$30.00

ORDER YOUR CORRECT SIZE . . . if in doubt, see page 525

2 Shirt and pants outfit in smooth double-knit of polyester and wool. Pullover-shirt has a front button opening; long sleeves with button-cuffs . . . a self tie-belt is included. Pull-on pants have an elasticized waistband; slightly flared legs. Hand wash separately. Scarf not included; sold on page 112.

MISSES' SIZES 8, 10, 12, 14, 16, 18.
V31 F 7872F—Medium turquoise blue
V31 F 7873F—Medium pink
State size. Wt. 1 lb. 13 oz. . . . \$38.00

3 Two-piece dress in a printed smooth-knit of polyester and acrylic. Shirt-style pullover-top has a self tie-belt. Skirt has a side zipper closing and an all-around hip-yoke with pleats below. Machine wash, warm. Necklace is sold on page 27.

MISSES' SIZES 8, 10, 12, 14, 16, 18.
Please be sure to state correct size.
V31 F 7842F—Blue tones, brown tones and white
V31 F 7843F—Brown tones, coral, dusty grape and white
Shipping weight 1 lb. 7 oz. . . . \$24.00



great-looking double-knits of Dacron* polyester and wool

They feel like a jersey fabric . . . soft and supple . . . wrinkle-shy, too

1 Dolman-sleeved dress. Button-trim in front and buckle on the self belt are plastic with the look of tortoiseshell; two extra buttons are included. Topstitching around neckline and down the front. Back zipper. 2-inch hem. Hand wash separately. Necklace sold on page 27.

MISSES' SIZES 10, 12, 14, 16, 18, 20.

V31 F 7802F—Burnt orange

V31 F 7803F—Hunter green

State size. Shpg. wt. 1 lb. 10 oz. \$26.00

HALF SIZES 16½, 18½, 20½, 22½, 24½.

V31 F 7804F—Burnt orange

V31 F 7805F—Hunter green

State size. Shpg. wt. 1 lb. 10 oz. \$28.00

2 Skimmer dress has band-collar; princess seaming for a flattering effect; contrast-color chevron-shaped band-trim all around the skirt. Long back zipper. 2-inch hem. Hand wash separately.

MISSES' SIZES 10, 12, 14, 16, 18, 20.

V31 F 7832F—Camel tan with cream

V31 F 7833F—Deep violet with pearl gray

State size. Shpg. wt. 1 lb. 8 oz. \$26.00

HALF SIZES 16½, 18½, 20½, 22½, 24½.

V31 F 7834F—Camel tan with cream

V31 F 7835F—Deep violet with pearl gray

State size. Shpg. wt. 1 lb. 8 oz. \$28.00

3 Tri-tone dress with a striking play of color. Burnt orange band-collar and flattering band-trim that curves around to the back to shape the waistline; camel tan bodice with long sleeves; chocolate brown flared skirt. Long back zipper. 2-inch hem. Hand wash separately.

MISSES' SIZES 8, 10, 12, 14, 16, 18.

V31 F 7808F—Please state correct size.

Shipping weight 1 pound 11 oz. \$26.00

TALL MISSES' SIZES 12T, 14T, 16T, 18T.

V31 F 7810F—Please state correct size.

Shipping weight 1 pound 11 oz. \$28.00

The SHOES

4 Grained or smooth vinyl upper lined with nylon tricot. Composition sole, $\frac{1}{4}$ -inch platform, $2\frac{1}{2}$ -inch stacked-look heel.

Sizes B (med.) 5½, 6, 6½, 7, 7½, 8, 8½, 9, 10.
State size, then B width.

X54F45214F—Bone grained

X54F43114F—Black

smooth

X54F45014F—Burgundy

grained

Shpg. wt. 1 lb. 12 oz. \$13.00

ORDER YOUR CORRECT SIZE . . . if in doubt, see page 525

*Reg. DuPont T.M.

polyester double-knits



1

pants-outfits with a nifty show of detail



2

3

(1 thru 3) Double-knit polyester . . shape-holding, wrinkle-shy. Machine wash, warm.

1 Pin-striped jacquard-patterned knit. Tunic with red vinyl buckle-belt and a back zipper has button-trim on sleeves; attached textured-knit details; white collar and cuffs, red front inset. Pull-on pants have an elasticized waistband; flared legs.
MISSES' SIZES 8, 10, 12, 14, 16, 18.
V31 F 7836F—Navy and white with red
V31 F 7837F—Black and white with red
State size. Shpg. wt. 2 lbs. 10 oz. \$24.00

2 Purple crepe-textured knit. Button-front shirt has button-cuffs; purple topstitching. Pull-on pants have an elasticized waistband; slightly flared legs.
MISSES' SIZES 8, 10, 12, 14, 16, 18.
V31 F 7230F—*Please state correct size.*
Shipping weight 2 pounds \$22.00
HALF SIZES 16½, 18½, 20½, 22½, 24½.
V31 F 7232F—*Please state correct size.*
Shipping weight 2 pounds \$24.00

3 Herringbone-striped jacquard-patterned knit. Button-front shirt has button-cuffs; black topstitching. Pull-on pants have an elasticized waistband; straight legs.
MISSES' SIZES 8, 10, 12, 14, 16, 18.
V31 F 8201F—Burgundy red and medium pink
V31 F 8200F—Aqua blue and medium gray
State size. Shipping weight 2 lbs. \$26.00
HALF SIZES 16½, 18½, 20½, 22½, 24½.
V31 F 8203F—Burgundy red and medium pink
V31 F 8202F—Aqua blue and medium gray
State size. Shipping weight 2 lbs. \$28.00

colorful dresses

machine washable, warm

The nylon zipper
in styles 1 and 3 is
YKK
the creative zipper

1



2



3



1 Checked jacquard-patterned dress of double-knit polyester has front button-trim and contoured waistline; back zipper closing. 2-inch hem.

MISSES' SIZES 8, 10, 12, 14, 16, 18. Please be sure to state correct size.

V31 F 7234F—Cardinal red, navy blue and camel tan

V31 F 7235F—Teal blue, chocolate brown and camel tan

Shipping weight 1 pound 10 ounces \$21.00

HALF SIZES 16 $\frac{1}{2}$, 18 $\frac{1}{2}$, 20 $\frac{1}{2}$, 22 $\frac{1}{2}$. Please be sure to state correct size.

V31 F 7236F—Cardinal red, navy blue and camel tan

V31 F 7237F—Teal blue, chocolate brown and camel tan

Shipping weight 1 pound 10 ounces \$23.00

TALL MISSES' SIZES 10T, 12T, 14T, 16T, 18T. Please state correct size.

V31 F 7238F—Cardinal red, navy blue and camel tan

V31 F 7239F—Teal blue, chocolate brown and camel tan

Shipping weight 1 pound 10 ounces \$23.00

2 Geometric jacquard-patterned dress of double-knit polyester. Step-in style with front button opening; dropped torso; stay-in skirt-pleats. Extra button included. Self belt with silver-color metal rings has vinyl ties.

MISSES' SIZES 8, 10, 12, 14, 16, 18. Please be sure to state correct size.

V31 F 7848F—Brick red, beige and brown with brick red ties

V31 F 7849F—Hunter green, medium blue and beige with hunter green ties

Shipping weight 2 pounds 1 ounce \$27.00

3 One-piece tri-color dress of crepe-textured double-knit polyester has a stand-up collar; stay-in skirt-pleats; back zipper. Vinyl buckle-belt.

MISSES' SIZES 6, 8, 10, 12, 14, 16. Please be sure to state correct size.

V31 F 7218F—Camel tan and black with true red; true red belt

V31 F 7219F—Beet red and navy blue with cream-white; cream-white belt

Shipping weight 1 pound 13 ounces \$22.00

Choose your special-size catalog:

**APPAREL CATALOG of HALF SIZES
and WOMEN'S SIZES.**

**APPAREL CATALOG of TALL and PETITE
MISSES' and JUNIORS' SIZES.**

Get your **FREE** copy . . . see page 534



polyester double-knits

polyester double-knits

SHOWN ON THIS PAGE

1 PERMA-PREST® pants outfit of crepe-textured double-knit polyester. Pullover-top has a front zipper that converts open collar to a turtleneck; self tie-belt; contrast topstitching; contrast buttons on cuffs. Pull-on pants have an elasticized waistband; flare legs. Machine wash, warm; no ironing if tumble-dried. You can shorten or lengthen it. Scarf not included.

MISSES' SIZES 10, 12, 14, 16, 18, 20.

V31 F 7224F—Camel tan with dark brown

V31 F 7225F—Jade green with dark green

State size. Shipping weight 2 pounds 2 ounces . . . \$22.00

HALF SIZES 16½, 18½, 20½, 22½, 24½.

V31 F 7226F—Camel tan with dark brown

V31 F 7227F—Jade green with dark green

State size. Shipping weight 2 pounds 2 ounces . . . \$24.00

TALL MISSES' SIZES 12T, 14T, 16T, 18T, 20T.

V31 F 7228F—Camel tan with dark brown

V31 F 7229F—Jade green with dark green

State size. Shipping weight 2 pounds 2 ounces . . . \$24.00

SHOWN ON OPPOSITE PAGE

(2 thru 5) Double-knit polyester, except blouse (5). Machine wash, warm; little ironing if tumble-dried.

2 Pants outfit of crepe-textured knit. Top has contrast-color chevron band-trim on front and sleeves; gold-color plastic button-trim; back zipper. Pull-on pants have an elasticized waistband; straight legs.

MISSES' SIZES 10, 12, 14, 16, 18, 20.

V31 F 8222F—Purple plum with rose pink

V31 F 8215F—Navy blue with camel tan

State size. Shipping weight 2 pounds . . . \$22.00

HALF SIZES 16½, 18½, 20½, 22½, 24½.

V31 F 8224F—Purple plum with rose pink

V31 F 8217F—Navy blue with camel tan

State size. Shipping weight 2 pounds . . . \$24.00

TALL MISSES' SIZES 12T, 14T, 16T, 18T, 20T.

V31 F 8226F—Purple plum with rose pink

V31 F 8219F—Navy blue with camel tan

State size. Shipping weight 2 pounds . . . \$24.00

3 Jacquard-patterned knit dress. Back zipper closing. 2-inch hem. Vinyl belt has metal buckle.

MISSES' SIZES 10, 12, 14, 16, 18, 20.

V31 F 7244F—Lt. plum and white; lt. plum belt

V31 F 7245F—Med. gray and white; med. gray belt

State size. Shipping weight 1 pound 5 ounces . . . \$21.00

HALF SIZES 16½, 18½, 20½, 22½, 24½.

V31 F 7246F—Lt. plum and white; lt. plum belt

V31 F 7247F—Med. gray and white; med. gray belt

State size. Shipping weight 1 pound 5 ounces . . . \$23.00

4 A-line dress of crepe-textured knit. Stand-up collar; front welt-seam detail; back zipper. 2-inch hem.

MISSES' SIZES 10, 12, 14, 16, 18, 20.

V31 F 7862F—Brick red V31 F 7863F—Navy blue

State size. Shipping weight 1 pound 9 ounces . . . \$16.00

HALF SIZES 16½, 18½, 20½, 22½, 24½.

V31 F 7864F—Brick red V31 F 7865F—Navy blue

State size. Shipping weight 1 pound 9 ounces . . . \$17.00

TALL MISSES' SIZES 12T, 14T, 16T, 18T, 20T.

V31 F 7866F—Brick red V31 F 7867F—Navy blue

State size. Shipping weight 1 pound 9 ounces . . . \$17.00

5 Two-piece outfit. Button-front jumper of jacquard-knit has 2-inch hem; vinyl belt. Button-front blouse is smooth-knit of 95% polyester and 5% nylon.

MISSES' SIZES 8, 10, 12, 14, 16, 18.

V31 F 7876F—Medium gray and beige tones with white blouse and beige belt

V31 F 7877F—Medium blue and medium gray tones with white blouse and medium blue belt

State size. Shipping weight 1 pound 14 ounces . . . \$25.00

TALL MISSES' SIZES 12T, 14T, 16T, 18T.

V31 F 7878F—Medium gray and beige tones with white blouse and beige belt

V31 F 7879F—Medium blue and medium gray tones with white blouse and medium blue belt

State size. Shipping weight 1 pound 14 ounces . . . \$27.00

The TWILL SCARF (shown on this page)

A Polyester twill printed in diagonal stripes of plaid and paisley. Rolled edges. About 44 inches long, 13 inches wide. Machine wash, warm. From Japan.

V88 F 8272—Bright emerald green, gold, true red and white Shpg. wt. 1 oz. . . . \$3.00

V88 F 8271—Medium brown, curry brown, true red and white Shpg. wt. 1 oz. . . . \$3.00



the dressmaker-look

. . . simple shapes, fluid lines,
superb details



ORDER YOUR CORRECT SIZE
if in doubt, see page 525

Polyester double-knits



1



the knockout knit

1 A PERMA-PREST® shirt-shift dress of crepe-textured double-knit Texura® polyester that's soft and supple, has two-way natural stretch, holds its shape and is wrinkle-shy. Step-in style with front yoke and button opening; band-cuffed sleeves, gold-color metal buttons (extra button included). Machine wash, warm; needs no ironing if tumble-dried. You can shorten or lengthen the 2-inch hem. Scarf shown is not included . . . it's sold on page 24.

MISSES' SIZES 10, 12, 14, 16, 18.

V31 F 6596F—Camel tan

V31 F 6066F—Garnet red

V31 F 6872F—Bright turquoise blue

State size. Shipping weight 2 pounds . . . \$16.00

HALF SIZES 14½, 16½, 18½, 20½, 22½, 24½.

V31 F 6598F—Camel tan

V31 F 6069F—Garnet red

V31 F 6873F—Bright turquoise blue

State size. Shipping weight 2 pounds . . . \$17.00

TALL MISSES' SIZES 12T, 14T, 16T, 18T, 20T.

V31 F 6600F—Camel tan

V31 F 6072F—Garnet red

V31 F 6874F—Bright turquoise blue

State size. Shipping weight 2 pounds . . . \$17.00

The polyester fiber
in this dress is

TEXURA polyester
A better knit fabric

polyester double-knits



(1 thru 3) Smart crepe-textured double-knits of Textura* polyester. Machine washable, warm.

1 One-piece dress has contrast-color for a vest-effect; a self belt with gold-color metal buckle; gored skirt; back zipper closing.

MISSES' SIZES 12, 14, 16, 18, 20. Please state correct size.

V31 F 6854F—Forest green with real red

V31 F 6855F—Real red with black

Shipping weight 2 lbs. \$17.00

HALF SIZES 14½, 16½, 18½,

20½, 22½, 24½. State size.

V31 F 6856F—Forest green with real red

V31 F 6857F—Real red with black

Shipping weight 2 lbs. \$19.00

*Reg. Rohm and Haas T.M.

2 Tunic and pants outfit. A-line tunic has front button-trim; back zipper opening. Pull-on style pants have an elasticized waistband; slightly flared legs.

MISSES' SIZES 10, 12, 14, 16, 18, 20. Please state correct size.

V31 F 6858F—Camel tan

V31 F 6859F—Garnet red

Shipping wt. 2 lbs. 3 oz. \$18.00

HALF SIZES 14½, 16½, 18½,

20½, 22½, 24½. Please state size.

V31 F 6860F—Camel tan

V31 F 6861F—Garnet red

Shipping wt. 2 lbs. 3 oz. \$20.00

TALL MISSES' SIZES 12T, 14T,

16T, 18T, 20T. Please state size.

V31 F 6862F—Camel tan

V31 F 6863F—Garnet red

Shipping wt. 2 lbs. 3 oz. \$20.00

3 Dress with contrast-color collar and cuffs. Back zipper. 2-inch hem. Beads sold at right.

MISSES' SIZES 10, 12, 14, 16, 18.

V31 F 6864F—Forest green with creamy white

V31 F 6865F—Deep brown with creamy white

State size. Wt. 1 lb. 11 oz. \$18.00

HALF SIZES 14½, 16½, 18½,

20½, 22½, 24½. Please state size.

V31 F 6866F—Forest green with creamy white

V31 F 6867F—Deep brown with creamy white

Shipping wt. 1 lb. 11 oz. \$20.00

ORDER YOUR CORRECT SIZE

If in doubt, see page 525

The NECKLACE

4 Two-strand necklace of graduated-size plastic beads in classic tortoise-shell-color . . . strands 18 and 21 inches long, ornamented with gold-color metal filigree. Adjustable hook closure.

P4 F 3538—Shipping weight 5 oz. \$6.00



**great-
looking
textures
and
patterns**



SHOWN ON OPPOSITE PAGE

(1 and 2) Easy-care double-knit polyester. Machine wash, warm . . . little or no ironing if tumble-dried.

1 Coatdress in crepe-textured knit of Textura® polyester. Button-front placket (extra button included); front tuck-stitching and pleats. Self tie-belt. 2-inch hem. Shoes sold on page 21; necklace sold on page 27.

MISSES' SIZES 12, 14, 16, 18, 20. Please state size.
V31 F 6897F—Garnet red V31 F 6898F—Taupe
Shipping weight 1 pound 9 ounces \$17.00

HALF SIZES 14½, 16½, 18½, 20½, 22½, 24½. State size.
V31 F 6899F—Garnet red V31 F 6900F—Taupe
Shipping weight 1 pound 9 ounces \$19.00

2 Shift dress of textured knit printed in a black, white, orange and spice brown pattern. Stand-up collar; self tie-belt; back zipper closing. 2-inch hem.

MISSES' SIZES 10, 12, 14, 16, 18.
V31 F 6883F—Please be sure to state correct size.
Shipping weight 1 pound 6 ounces \$17.00

HALF SIZES 14½, 16½, 18½, 20½, 22½, 24½.
V31 F 6884F—Please be sure to state correct size.
Shipping weight 1 pound 6 ounces \$19.00

TALL MISSES' SIZES 12T, 14T, 16T, 18T, 20T. State size.
V31 F 6885F—Shipping weight 1 pound 6 ounces .. \$19.00

3 PERMA-PREST® dress of crepe-textured double-knit Textura polyester. Princess lines; self buckle-belt; back zipper closing. Machine wash, warm; no ironing needed if tumble-dried. You can shorten or lengthen the 2-inch hem. Scarf not included; it's sold on page 112.

MISSES' SIZES 12, 14, 16, 18, 20. Please state size.
V31 F 6886F—Turquoise blue V31 F 6171F—Black
Shipping weight 1 pound 8 ounces \$15.00

HALF SIZES 16½, 18½, 20½, 22½, 24½, 26½. State size.
V31 F 6887F—Turquoise blue V31 F 6174F—Black
Shipping weight 1 pound 8 ounces \$17.00

SHOWN ON THIS PAGE

(4 and 5) Easy-care double-knit polyester in a jacquard pattern or solid colors. Step-in style with a front zipper; welt-seamed front yoke. 2-inch hem. Machine wash, warm; little or no ironing if tumble-dried.

4 Jacquard-patterned knit dress in a combination of slate gray, camel tan and white has a slate gray vinyl tie-belt. Shoes sold on page 56.

MISSES' SIZES 12, 14, 16, 18, 20.
V31 F 6888F—Please be sure to state correct size.
Shipping weight 1 pound 7 ounces \$16.00

HALF SIZES 14½, 16½, 18½, 20½, 22½, 24½. State size.
V31 F 6889F—Shipping weight 1 pound 7 oz. \$18.00

5 Solid-color dress in crepe-textured knit of Textura polyester has a matching-color vinyl tie-belt. The scarf shown is not included . . . it's sold on page 24.

MISSES' SIZES 12, 14, 16, 18, 20. Please state size.
V31 F 6891F—Real red V31 F 6892F—Forest green
Shipping weight 1 pound 7 ounces \$14.00

HALF SIZES 14½, 16½, 18½, 20½, 22½, 24½. State size.
V31 F 6893F—Real red V31 F 6894F—Forest green
Shipping weight 1 pound 7 ounces \$16.00

6 PERMA-PREST® tunic and pants outfit of waffle-textured double-knit Textura polyester. Tunic is pullover-style with back zipper closing. Pants are pull-on style with an elasticized waistband and straight legs. Machine wash, warm . . . no ironing needed if tumble-dried. You can either shorten or lengthen this outfit.

MISSES' SIZES 10, 12, 14, 16, 18, 20. Please state size.
V31 F 6578F—Purple V31 F 6579F—Peacock blue
Shipping weight 1 pound 12 ounces \$17.00

HALF SIZES 14½, 16½, 18½, 20½, 22½, 24½. State size.
V31 F 6580F—Purple V31 F 6581F—Peacock blue
Shipping weight 1 pound 12 ounces \$19.00

TALL MISSES' SIZES 12T, 14T, 16T, 18T, 20T. State size.
V31 F 6582F—Purple V31 F 6583F—Peacock blue
Shipping weight 1 pound 12 ounces \$19.00

ORDER YOUR CORRECT SIZE
... if in doubt, see page 525

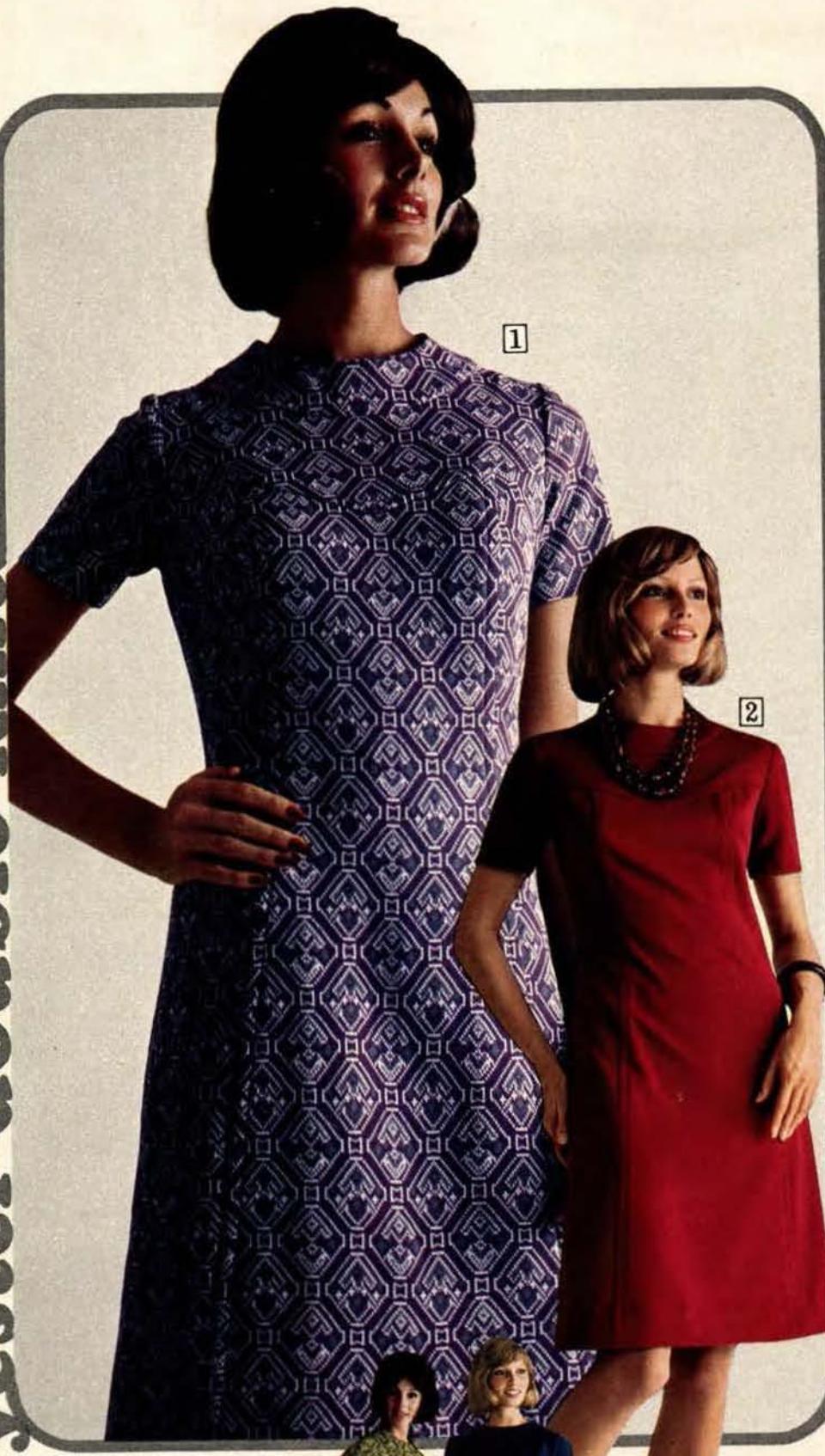
The polyester fiber in
styles 1, 3, 5 and 6 is
TEXTURA polyester
A Rohm and Haas Product

*Reg. Rohm and Haas T.M.

COMS
PBAGED Sears 29

polyester double-knits

polyester double-knits



30 Sears COMF BAGED

This dress, patterned or plain, has a talent for looking marvelous wherever you wear it. It's a beautifully fitting skimmer style with front welt seams and a back zipper. It has the great virtues of double-knit polyester: wrinkle-shy, shape-holding, a snap to care for. And, it's a PERMA-PREST® dress . . . no ironing needed if machine-washed, warm, then tumble-dried. You can shorten or lengthen the 2-inch hem.

1 Jacquard-patterned dress.

MISSES' SIZES 10, 12, 14, 16, 18, 20.

Please be sure to state correct size.

V31 F 6901F—Purple, gray and white

V31 F 6584F—Moss green, gold

and white

Shipping weight 1 pound 5 oz. . . . \$16.00

HALF SIZES 14½, 16½, 18½, 20½,

22½, 24½, 26½. State correct size.

V31 F 6902F—Purple, gray and white

V31 F 6585F—Moss green, gold

and white

Shipping weight 1 pound 5 oz. . . . \$18.00

TALL MISSES' SIZES 12T, 14T, 16T,

18T, 20T. Please state correct size.

V31 F 6903F—Purple, gray and white

V31 F 6586F—Moss green, gold

and white

Shipping weight 1 pound 5 oz. . . . \$18.00

2 Solid-color crepe-textured dress.

(Wash brick red color separately.)

Necklace sold on page 27; the shoes are sold below.

MISSES' SIZES 10, 12, 14, 16, 18, 20.

V31 F 6587F—Brick red

V31 F 6278F—Navy blue

State size. Shpg. wt. 1 lb. 5 oz. . . . \$14.00

HALF SIZES 14½, 16½, 18½, 20½,

22½, 24½, 26½. State correct size.

V31 F 6588F—Brick red

V31 F 6280F—Navy blue

Shipping weight 1 pound 5 oz. . . . \$16.00

TALL MISSES' SIZES 12T, 14T, 16T,

18T, 20T. Please state correct size.

V31 F 6589F—Brick red

V31 F 6282F—Navy blue

Shipping weight 1 pound 5 oz. . . . \$16.00

ORDER YOUR CORRECT SIZE

... if in doubt, see page 525

THE SHOES

3 Suede upper. Genuine plantation crepe sole. Adjustable backstrap with elastic gore. 2½-inch heel. Sizes B (medium) 5½, 6, 6½, 7, 7½, 8, 8½, 9 and 10. State size, B width.

X54 F 45269F—Green

X54 F 44069F—Brown

X54 F 45369F—Blue

X54 F 43769F—Black

Shipping weight 1 lb. 12 oz. . . . \$13.00



The nylon zipper
in styles
on these two pages is
YKK
The creative zipper

casual pants outfits

1 Tunic and pants outfit of double-knit polyester. Novelty checked jacquard-patterned tunic with solid-color or crepe-textured collar has front slits; back zipper closing. Solid-color crepe-textured pants are pull-on style with an elasticized waistband; slightly flared legs. Machine wash, warm. Shoes are sold on opposite page.

MISSES' SIZES 10, 12, 14, 16, 18. Please state correct size.
V31F6879F—Navy with white
V31F6880F—Mahogany brown with white
Shipping weight 2 lbs. . \$18.00
HALF SIZES 14½, 16½, 18½, 20½, 22½, 24½.
Please state correct size.
V31F6881F—Navy with white
V31F6882F—Mahogany brown with white
Shipping weight 2 lbs. . \$20.00

2 Tunic and pants outfit of waffle-textured double-knit Textura® polyester. Tunic has a front yoke in contrasting color; self tie-belt; back zipper. Pants are pull-on style with an elasticized waistband; slightly flared legs. Machine wash, warm. Shoes sold on page 56.

MISSES' SIZES 10, 12, 14, 16, 18, 20. Please state size.
V31 F 5847F—Deep brick red with light beige
V31 F 5848F—Royal blue with light beige
Shpg. wt. 1 lb. 10 oz. . \$13.50

HALF SIZES 14½, 16½, 18½, 20½, 22½, 24½.
Please state correct size.
V31 F 5849F—Deep brick red with light beige
V31 F 5850F—Royal blue with light beige
Shpg. wt. 1 lb. 10 oz. . \$15.50

TALL MISSES' SIZES 12T, 14T, 16T, 18T, 20T. State size.
V31 F 5851F—Deep brick red with light beige
V31 F 5852F—Royal blue with light beige
Shpg. wt. 1 lb. 10 oz. . \$15.50

3 Tunic and pants outfit of waffle-textured double-knit Textura polyester. Tunic has a back zipper. Pull-on pants have an elasticized waistband; slightly flared legs. Machine wash, warm. Necklace sold on page 59.

MISSES' SIZES 10, 12, 14, 16, 18, 20. Please state size.
V31 F 5853F—Royal blue
V31 F 5854F—Kelly green
Shpg. wt. 1 lb. 12 oz. . \$13.50

HALF SIZES 14½, 16½, 18½, 20½, 22½, 24½. Please state correct size.
V31 F 5855F—Royal blue
V31 F 5856F—Kelly green
Shpg. wt. 1 lb. 12 oz. . \$15.50

ORDER YOUR
CORRECT SIZE

. if in doubt, see page 525

1

2

3



The polyester fiber
in styles 2 and 3 is
TEXTURA polyester
A DuPont trademark

Styles 2 and 3:
Even at this
low price,
Pants Outfits of
YOUR FAVORITE
DOUBLE-KNIT

Only
\$13.50
each
Misses' Sizes

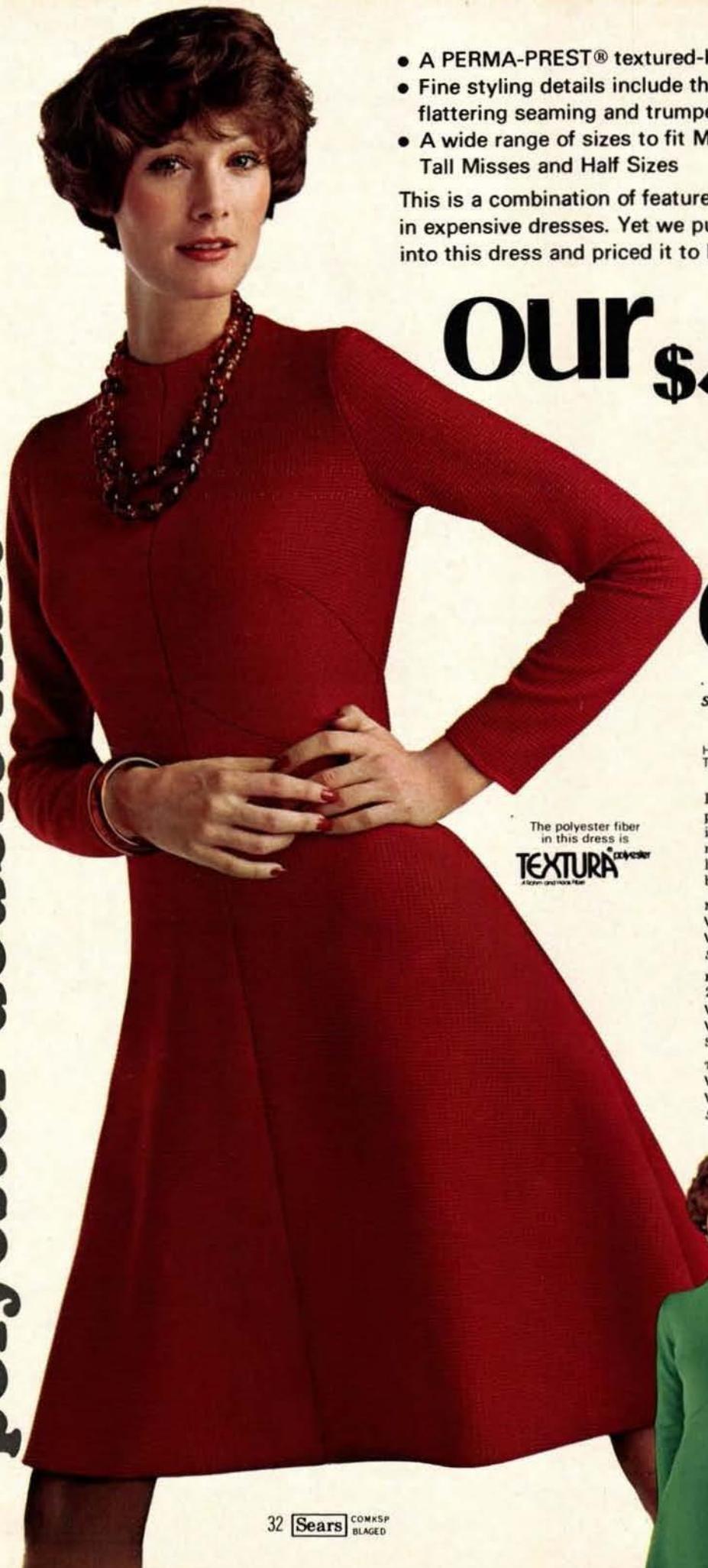


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APPAREL CATALOG of HALF SIZES
and WOMEN'S SIZES.

APPAREL CATALOG of TALL and PETITE
MISSES' and JUNIORS' SIZES.
Get your **FREE** copy . . see page 534

* Reg. Rohm and Haas T.M.

polyester double-knit



- A PERMA-PREST® textured-knit dress that needs no ironing
- Fine styling details include the empire-look bodice, flattering seaming and trumpet-flared skirt.
- A wide range of sizes to fit Misses, Tall Misses and Half Sizes

This is a combination of features you expect in expensive dresses. Yet we put them all into this dress and priced it to be a Sears best-seller.

our \$13 dress

misses' sizes
8 to 20

...a great example of how you still get so much for your money at Sears

Half sizes 14½ to 26½ or
Tall Misses' sizes 12T to 22T **\$15**

Dress of waffle-textured double-knit Textura® polyester has a long back zipper closing and a 2-inch hem. Machine washable, warm; no ironing needed if tumble-dried. You can shorten or lengthen the hem. Necklace sold on page 27, bracelet on page 60, scarf on page 24.

MISSES' SIZES 8, 10, 12, 14, 16, 18, 20.

V31 F 5875F—Tile red V31 F 5876F—Black

V31 F 5877F—Jade green

State size. Shipping weight 1 pound 3 ounces.\$13.00

HALF SIZES 14½, 16½, 18½, 20½, 22½,
24½, 26½. *Please state correct size.*

V31 F 5878F—Tile red V31 F 5879F—Black

V31 F 5880F—Jade green

Shipping weight 1 pound 3 ounces.\$15.00

TALL MISSES' SIZES 12T, 14T, 16T, 18T, 20T, 22T.

V31 F 5881F—Tile red V31 F 5882F—Black

V31 F 5883F—Jade green

State size. Shipping weight 1 pound 3 ounces.\$15.00

*Reg. Rohm and Haas T.M.

The polyester fiber
in this dress is
TEXTURA polyester
A Rohm and Haas Product



the modern classics



1 Shirt-shift dress of waffle-textured double-knit Textura® polyester. Step-in style with a front button-placket opening. A self tie-belt is included. 2-inch hem. Machine washable, warm. Scarf not included . . it's sold on page 24.

MISSES' SIZES 10, 12, 14, 16, 18, 20.

V31 F 5867F—Tile red

V31 F 5868F—Kelly green

State size. Shipping weight 1 pound 6 oz. . . \$11.00

HALF SIZES 14½, 16½, 18½, 20½, 22½, 24½.

V31 F 5869F—Tile red

V31 F 5870F—Kelly green

State size. Shipping weight 1 pound 6 oz. . . \$13.00

(2 and 3) PERMA-PREST® dresses of waffle-textured double-knit Textura polyester. Machine wash, warm; need no ironing if tumble-dried. You can shorten or lengthen the 2-inch hem.

2 Shift-style has a button-trimmed wing collar; long back zipper closing.

MISSES' SIZES 10, 12, 14, 16, 18.

V31 F 5857F—Camel tan

V31 F 5796F—Pine green

State size. Shipping weight 1 pound 2 oz. . . \$11.00

HALF SIZES 14½, 16½, 18½, 20½, 22½, 24½.

V31 F 5858F—Camel tan

V31 F 5798F—Pine green

State size. Shipping weight 1 pound 2 oz. . . \$13.00

3 Skimmer-style has a self tie-belt to wear or not. Back zipper. Jewelry sold on page 18.

MISSES' SIZES 10, 12, 14, 16, 18, 20.

V31 F 5859F—Black V31 F 5860F—Royal blue

State size. Shipping weight 1 pound 3 oz. . . \$11.00

HALF SIZES 14½, 16½, 18½, 20½, 22½, 24½.

V31 F 5861F—Black V31 F 5862F—Royal blue

State size. Shipping weight 1 pound 3 oz. . . \$13.00

ORDER YOUR CORRECT SIZE
... if in doubt, see page 525

The polyester fiber
in dresses
on this page is

TEXTURA polyester
A Rohm and Haas Product



POLYESTER DOUBLE-KNITS